

**What is Arkansas on iTunes U?**

*Arkansas on iTunes U is an Arkansas Department of Education initiative creating an educational podcast library for educators and students. We are one of the many universities, state agencies, and not-for-profit institutions to distribute educational media to the world for free through iTunes U.*

**How do I find Arkansas on iTunes U?**

*Go to* [*http://adepodcast.arkansas.gov*](http://www.google.com/url?q=http%3A%2F%2Fadepodcast.arkansas.gov&sa=D&sntz=1&usg=AFQjCNGm02OGWjlP19J1F08VAf7u0-hIGg) *and click the “Launch Arkansas on iTunes U” button to find our section inside iTunes. You must already have the free iTunes application installed. If you are already an iTunes user, use the iTunes U tab in the iTunes navigation bar, click the K-12 link, and select Arkansas from the provider list.*

**Do I need any special software to use iTunes U?**

*iTunes U is a section of the iTunes store. To use iTunes, you must download the free iTunes software. You can do so at this link:* [*http://www.apple.com/itunes/download/*](http://www.google.com/url?q=http%3A%2F%2Fwww.apple.com%2Fitunes%2Fdownload%2F&sa=D&sntz=1&usg=AFQjCNF4uLuX2-fWn0EfkfB5UM_qVtllbQ)

**Is there a cost to using iTunes U?**

*No. All content in iTunes U is available for free.*

**Is iTunes blocked by the state network?**

*See Commissioner’s Memo RT 11-007. The DIS state web filter does* ***not*** *block iTunes; however, it may currently be part of the streaming media category blocked by your district.*

***What resources are available to help me learn to use and contribute to iTunes U?***

*Some short tutorials on how to find and use iTunes U, how to search iTunes U, and how to plan your own podcasts exist on our wiki:* [*http://arkansaspodcastingworkspace.pbworks.com/*](http://arkansaspodcastingworkspace.pbworks.com/)

*Contact your local educational service cooperative for information on related workshops available in your area.*

**Can I publish podcasts on iTunes U?**

*We are always seeking audio and video podcasts that meet our criteria. We are even offering competitions and incentives to spur contributions. See our web site for current details. If you are interested in publishing your podcasts, contact Shelley Dirst.* [*Shelley.dirst@arkansas.gov*](mailto:Shelley.dirst@arkansas.gov)

***Do I need to worry about COPPA when using iTunes U?***

*For users of iTunes, see Apple’s Privacy Policy at* [*http://www.apple.com/privacy/*](http://www.apple.com/privacy/)

*For students and classrooms contributing work to iTunes, see the model Student Permission Form in our Provider Pack. It is the responsibility of the school or organization submitting content to iTunes U to assure that minors under age 18 will be identified by first name and school/county only. Personally identifying information should not be released.*

# Creating for the iTunes U Audience

## Thinking in Terms of Collections

Content in iTunes U is organized in collections, commonly called podcasts. Therefore, for a file to be published, it must be an appropriate addition to an existing collection or be submitted as a group of files that will comprise a new, robust collection that will meet the criteria below.

**Criteria for Submissions**

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| --- | --- |
| **Content** | |
| *Focus* | Content for each file (track) is focused on a specific topic that can be effectively conveyed. A collection should be divided appropriately into tracks of 12 minutes or less. |
| *Quality* *of Explanation* | Content has educational value for K-12 content standards or professional development targets. Ideas are accurately and clearly conveyed. |
| **Production** | |
| *Concept* | Creative approach to presentation of material designed to engage learners. |
| *Elements* | Media production elements (music, narration, animation, images, etc.) are used to convey ideas. |
| *Technical Quality* | Clear and consistent audio and video. |
| **Copyright** | |
| *Use and Permissions* | If you include material you did not create, you use copyright free and Creative Commons licensed media. (e.g., no use of commercial music) |
| *Credits* | Sources are listed appropriately. |

### Adherence to Copyright Guidelines

To become a content provider, you will agree to the Policy Statement and sign the Statement of Assurance found in the Provider Pack on our web site. Providers retain ownership of content submitted to Arkansas on iTunes U.

Please note that Arkansas on iTunes U will not post commercially produced material.

Content submitted must follow copyright guidelines. Offering someone else’s copyrighted content available for download could make you liable for copyright infringement.

Remember, all who appear in audio and video tracks must sign permissions / release forms. As a provider, you are responsible for obtaining these permissions as well as appropriate permissions for copyrighted material used.

*See the copyright page of our wiki for links to resources for creating copyright-friendly podcasts:* [*http://arkansaspodcastingworkspace.pbworks.com*](http://arkansaspodcastingworkspace.pbworks.com)*.*